



Conference

October 25–26, 2005

Cedar Shore, Oacoma, SD

Mission: To foster markets for artists and specialty producers in South Dakota by developing and enhancing Agri-Cultural Tourism networks.

Vision: Specialty producers and artists share common challenges in identifying and cultivating a customer base, particularly in rural areas. By working together, we can create a critical mass of unique activities, events, sites, attractions, and products, to draw potential customers to an area. South Dakota can offer a unique experience by including a broad spectrum of rural community culture provided by artists and artisans, family-owned farms and ranches, museums, galleries, specialty shops, and cultural events.

Sponsors:

Brookings Convention & Visitors Bureau
Christine Hamilton
Diane Rickerl
Garritys' Prairie Gardens
South Dakota Art Museum
South Dakotans for the Arts
South Dakota Arts Council
South Dakota Department of Tourism
South Dakota Humanities Council
South Dakota Specialty Producers
South Dakota State University College of
Agriculture and Biological Sciences



KEYNOTE SPEAKERS

Larry Swain operates Swain and Associates, a strategic planning consulting firm. He is a leadership and interpersonal communication expert who aims to help individuals and groups find ways to best develop in business and personal relationships.

James D. Hagen is Secretary of the Department of Tourism and State Development. He oversees the Dept of Tourism, the Governor's Office of Economic Development, the State Office of History, the State Office of Arts, the Office of State-Tribal Government Relations, and the South Dakota Housing Authority.

Richard Muller has been a South Dakota Public Television host for over 30 years and has shared his expertise and insight with South Dakota viewers. For 10 years, he led the marketing and advertising for chambers of commerce, CVB's and clients in the tourism and economic development sectors.

Lawrence J. Diggs, aka "The Vinegar Man," is a respected authority on vinegar. He is the founder and president of Vinegar Connoisseurs International, founder and curator of The International Vinegar Museum in Roslyn, SD, and president of the Vinegar Research Institute.

Michael Holton is the director of The Center for Rural Affairs. The CRA wants to ensure opportunities for all while engaging people in decisions that affect the quality of their lives and future of their communities.

CONFERENCE SCHEDULE

(All times are listed in Central Standard Time)

October 25

- 10:00 AM** Registration and Exhibitors Market
1:00 PM Opening Session: Welcome/Orientation
 Lawrence Diggs
 Larry Swain, Keynote Address
 Jim Hagen
 Michael Holton
 Bob Weyrich, SD Dept of Agriculture
3:00 PM Break

CONFERENCE SCHEDULE

(continued)

- 3:20 PM** Panel I: *Developing the Framework: Perspectives and Resources*
 Moderator: Pat Garrity
 Daphne Richards-Cook, Alliance for Tribal Tourism Advocates
 Kerry Frei, SD Dept of Tourism
 Meredith Redlin, SDSU
 Dale Lamphere, SD Artist
 Russ Stubbles, SDSU
 Marcia Hendrickson, Enterprise Inst
 Alice Wright, Made in South Dakota
5:30 PM Dinner/Global Café (Guided Networking)
7:00 PM Reception in exhibit area. Cash Bar.

October 26

- 9:00 AM** General Session: *Developing Agri-Cultural Tourism Networks*
 Larry Swain
 Richard Muller
 Lawrence Diggs
 Pat Boyd, South Dakotans for the Arts
 Michael Pangburn, South Dakota Arts Council
10:30 AM Panel II: *Case Studies in Agri-Cultural Tourism*
 Moderator: Pat Boyd
 Pat Garrity, Garrity's Prairie Gardens
 Mary Rose Pinkelman, Nebraska Heartland Experience
 Marie McClintic, SD Natural Colored Wool Studio
 Lanniko Lee, Sacagawea Learning Center
 Tim Barry, Hot Shops Art Center
 Jon Offutt, ND Glass Artist
NOON Lunch. Exhibitor's Market until 4:00 PM
1:00 PM Closing Session
 Facilitated by: Anne Fennell, SDSU
 Global Café reports
 Chart future steps of Agri-Cultural Tourism: Art and the Land

Conference attendance cost is \$45 if pre-registered by October 7th.
 Registration at the door is \$50. Meals included in registration.

Name

Address

City

Phone

Organization/Company

☐ Check Enclosed

☐ Credit Card

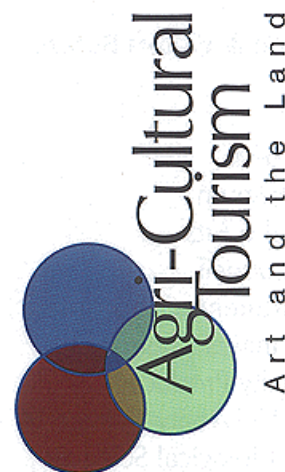
Type (VISA, DISCOVER, or MC)

Card #

Make Checks Payable to: SDAM

Confirmation sent via email.

Send form and payment to: South Dakota Art Museum
 Box 2250, SDSU
 Brookings, SD 57007



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